SERFF Tracking Number:	CMPL-127368389	State:	Arkansas
Filing Company:	Reassure America Life Insurance Company	State Tracking Number:	49546
Company Tracking Number:	RALIC-MIDLAND RATE ALGORITHM		
TOI:	L04I Individual Life - Term	Sub-TOI:	L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium
Product Name:	RALIC-Midland Rate Algorithm		
Project Name/Number:	RALIC-Midland Rate Algorithm/RALIC-Midland Rate Algorithm		

Filing at a Glance

Company: Reassure America Life Insurance Company

Product Name: RALIC-Midland Rate Algorithm

SERFF Tr Num: CMPL-127368389

State: Arkansas

TOI: L04I Individual Life - Term

SERFF Status: Closed-Accepted For Informational Purposes

State Tr Num: 49546

Sub-TOI: L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium

Co Tr Num: RALIC-MIDLAND RATE ALGORITHM

State Status: Filed-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Author: Nancy French

Disposition Date: 08/18/2011

Date Submitted: 08/14/2011

Disposition Status: Accepted For Informational Purposes

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: RALIC-Midland Rate Algorithm

Status of Filing in Domicile:

Project Number: RALIC-Midland Rate Algorithm

Date Approved in Domicile:

Requested Filing Mode: Informational

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 08/18/2011

State Status Changed: 08/18/2011

Deemer Date:

Created By: Nancy French

Submitted By: Nancy French

Corresponding Filing Tracking Number:

Filing Description:

Re: Reassure America Life Insurance Company

NAIC #70211-0181 FEIN #23-6200031

Informational Filing

Term Life Post Level Term Rate Algorithm - See forms list below

Dear Sir/Madam:

SERFF Tracking Number:	CMPL-127368389	State:	Arkansas
Filing Company:	Reassure America Life Insurance Company	State Tracking Number:	49546
Company Tracking Number:	RALIC-MIDLAND RATE ALGORITHM		
TOI:	L04I Individual Life - Term	Sub-TOI:	L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium
Product Name:	RALIC-Midland Rate Algorithm		
Project Name/Number:	RALIC-Midland Rate Algorithm/RALIC-Midland Rate Algorithm		

This filing is being submitted on an information basis by Compliance Research Services, LLC on behalf of Reassure America Life Insurance Company ("Reassure"). A letter of filing authorization is enclosed.

Reassure maintains a closed block of level term life insurance policies originally issued by The Midland Life Insurance Company and The Midland Mutual Life Insurance Company (together referred to as "Midland"). Please note that Midland merged into the predecessor of Reassure on January 1, 2002 and that the coverage in question is now insured by Reassure. Attached is a list of previously approved forms subject to this filing.

The Midland term life insurance policies subject to this filing contain a 15 year guaranteed level premium period followed by annually increasing premiums as calculated from the Table of Guaranteed Premiums included in the policy. The policies are silent with respect to Reassure setting lower "current premiums".

In an effort to increase the retention rate for this business, Reassure has developed a post level term premium rate algorithm, as described below, to blend the premium increases that occur at the end of the level premium period over a 7 year period. Reassure's policyholders will benefit from the rate algorithm because the blended premium increases for this 7 year period will be lower than or equal to the premium increases stated in the Table of Guaranteed Premiums of the policy. Thus, premium increases will step up gradually instead of the entire increase being implemented in the first year following the guaranteed level premium period.

Post Level Term Premium Rate Algorithm

Issue Ages 0-54: 7 year linear grading between the existing 15 Year Select Period Premium Rate and the Revised Ultimate Premium Rates. The Revised Ultimate Premium Rates vary by plan, and are between 40% and 100% of the Old Ultimate Premium Rates. For each of the 6 premiums impacted over the course of the grading period (since the 7th premium is equal to the revised ultimate rate for that attained age), the premium rates will be floored at the applicable 15 Year Select Period Premium Rate, and capped at the Old Ultimate Premium Rates that would have been charged prior to the implementation of this change.

Issue Ages 55+: no changes to existing rate scales.

The plan is to implement the above algorithm during the first quarter of 2012 and apply it to policies that have not yet entered the post guaranteed level premium period at the time of implementation. The algorithm will be reviewed on an annual basis and may be modified depending on the experience. However, the rates will never be more than the guaranteed rates as described in the policy. See attached example of the effect of the algorithm on an existing term life policy.

SERFF Tracking Number:	CMPL-127368389	State:	Arkansas
Filing Company:	Reassure America Life Insurance Company	State Tracking Number:	49546
Company Tracking Number:	RALIC-MIDLAND RATE ALGORITHM		
TOI:	L04I Individual Life - Term	Sub-TOI:	L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium
Product Name:	RALIC-Midland Rate Algorithm		
Project Name/Number:	RALIC-Midland Rate Algorithm/RALIC-Midland Rate Algorithm		

We have enclosed any forms or transmittals required by your Department.

We appreciate your review of this filing. If you have questions or find that you need any additional information, you may reach me at 513-984-6050 or at dsimon@crssolutionsgroup.com.

Thank you for your time and attention to this filing.

Sincerely,

J. David Simon, CLU
President

Reassure America Life Insurance Company
NAIC #70211-0181   œ   FEIN #23-6200031
Term Life Insurance
Policy Form Series List
Arkansas

Form Number   Description   Original Approval Date

T356-95 Annually Renewable Tem Life Insurance to Age 95 11-06-1995
T376-95 Annually Renewable Tem Life Insurance to Age 95 11-06-1995
T536-98 Guaranteed Period Term Life Insurance, Annually Renewable thereafter to Age 95 03-13-1998
T846-94 Term Life Insurance to Age 95 08-02-1994
T856-94 Term Life Insurance to Age 95 08-02-1994
T876-94 Term Life Insurance to Age 95 08-02-1994

Company and Contact

Filing Contact Information
Nancy French, Product Manager   nfrench@crssolutionsgroup.com
10921 Reed Hartman Highway   513-984-6050 [Phone]
Suite 334   513-984-7212 [FAX]

SERFF Tracking Number:	CMPL-127368389	State:	Arkansas
Filing Company:	Reassure America Life Insurance Company	State Tracking Number:	49546
Company Tracking Number:	RALIC-MIDLAND RATE ALGORITHM		
TOI:	L04I Individual Life - Term	Sub-TOI:	L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium
Product Name:	RALIC-Midland Rate Algorithm		
Project Name/Number:	RALIC-Midland Rate Algorithm/RALIC-Midland Rate Algorithm		

Cincinnati, OH 45242

Filing Company Information

(This filing was made by a third party - complianceresearchservicesllc)

Reassure America Life Insurance Company	CoCode: 70211	State of Domicile: Indiana
1700 Magnavox Way	Group Code:	Company Type:
Fort Wayne, IN 46804	Group Name: Swiss Re	State ID Number:
(513) 984-6050 ext. [Phone]	FEIN Number: 23-6200031	

Filing Fees

Fee Required?	Yes
Fee Amount:	$50.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Reassure America Life Insurance Company	$50.00	08/14/2011	50608241

SERFF Tracking Number:	CMPL-127368389	State:	Arkansas
Filing Company:	Reassure America Life Insurance Company	State Tracking Number:	49546
Company Tracking Number:	RALIC-MIDLAND RATE ALGORITHM		
TOI:	L04I Individual Life - Term	Sub-TOI:	L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium
Product Name:	RALIC-Midland Rate Algorithm		
Project Name/Number:	RALIC-Midland Rate Algorithm/RALIC-Midland Rate Algorithm		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	08/18/2011	08/18/2011

SERFF Tracking Number:	CMPL-127368389	State:	Arkansas
Filing Company:	Reassure America Life Insurance Company	State Tracking Number:	49546
Company Tracking Number:	RALIC-MIDLAND RATE ALGORITHM		
TOI:	L04I Individual Life - Term	Sub-TOI:	L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium
Product Name:	RALIC-Midland Rate Algorithm		
Project Name/Number:	RALIC-Midland Rate Algorithm/RALIC-Midland Rate Algorithm		

Disposition

Disposition Date: 08/18/2011

Implementation Date:

Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number:	*CMPL-127368389*	*State:*	*Arkansas*
Filing Company:	*Reassure America Life Insurance Company*	*State Tracking Number:*	*49546*
Company Tracking Number:	*RALIC-MIDLAND RATE ALGORITHM*		
TOI:	*L04I Individual Life - Term*	*Sub-TOI:*	*L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium*

Product Name: *RALIC-Midland Rate Algorithm*

Project Name/Number: *RALIC-Midland Rate Algorithm/RALIC-Midland Rate Algorithm*

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Filing Authorization		Yes
Rate	Rate		Yes

SERFF Tracking Number:	CMPL-127368389	State:	Arkansas
Filing Company:	Reassure America Life Insurance Company	State Tracking Number:	49546
Company Tracking Number:	RALIC-MIDLAND RATE ALGORITHM		
TOI:	L04I Individual Life - Term	Sub-TOI:	L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium
Product Name:	RALIC-Midland Rate Algorithm		
Project Name/Number:	RALIC-Midland Rate Algorithm/RALIC-Midland Rate Algorithm		

Rate/Rule Schedule

Schedule Item Status:	Document Name:	Affected Form Numbers: (Separated with commas)	Rate Action:*	Rate Action Information:		Attachments
	Rate		Other	Previous State Filing Number:	See General Information	Midland Algorithm Sample.pdf
				Rate Action Other Explanation:		

Example of Post Level Term Premium Rate Algoritum
Premiums per $1,000 of term life insurance.
The numerical values shown below are for illustrative purposes only

Issue Age: 52

Attained Age	Duration	Original Rate	Ult Prem Factor	Truncated Modified Ult Rate	FINAL Truncated Modified Rates	Change
52	1	$ 3.07			$ 3.07	$ -
53	2	$ 3.07			$ 3.07	$ -
54	3	$ 3.07			$ 3.07	$ -
55	4	$ 3.07			$ 3.07	$ -
56	5	$ 3.07			$ 3.07	$ -
57	6	$ 3.07			$ 3.07	$ -
58	7	$ 3.07			$ 3.07	$ -
59	8	$ 3.07			$ 3.07	$ -
60	9	$ 3.07			$ 3.07	$ -
61	10	$ 3.07			$ 3.07	$ -
62	11	$ 3.07			$ 3.07	$ -
63	12	$ 3.07			$ 3.07	$ -
64	13	$ 3.07			$ 3.07	$ -
65	14	$ 3.07			$ 3.07	$ -
66	15	$ 3.07			$ 3.07	$ -
67	16	$ 62.94	$ 0.60	$ 37.76	$ 13.16	$ (49.78)
68	17	$ 70.01	$ 0.60	$ 42.00	$ 23.26	$ (46.75)
69	18	$ 77.92	$ 0.60	$ 46.75	$ 33.35	$ (44.57)
70	19	$ 86.91	$ 0.60	$ 52.14	$ 43.45	$ (43.46)
71	20	$ 97.24	$ 0.60	$ 58.34	$ 53.54	$ (43.70)
72	21	$ 109.23	$ 0.60	$ 65.53	$ 63.64	$ (45.59)
73	22	$ 122.90	$ 0.60	$ 73.74	$ 73.74	$ (49.16)
74	23	$ 138.06	$ 0.60	$ 82.83	$ 82.83	$ (55.23)
75	24	$ 154.45	$ 0.60	$ 92.67	$ 92.67	$ (61.78)
76	25	$ 171.96	$ 0.60	$ 103.17	$ 103.17	$ (68.79)
77	26	$ 190.51	$ 0.60	$ 114.30	$ 114.30	$ (76.21)
78	27	$ 210.20	$ 0.60	$ 126.12	$ 126.12	$ (84.08)
79	28	$ 231.63	$ 0.60	$ 138.97	$ 138.97	$ (92.66)
80	29	$ 255.47	$ 0.60	$ 153.28	$ 153.28	$ (102.19)

Original Level Term Rates
Original Ultimate Rates
Modified Ultimate Rates (Original Ult Rate*Ultimate Prem Factor, Truncated to cent)
Seven Year Smooth
Seventh Smooth Rate = Modified Ultimate Rate

SERFF Tracking Number:	CMPL-127368389	State:	Arkansas
Filing Company:	Reassure America Life Insurance Company	State Tracking Number:	49546
Company Tracking Number:	RALIC-MIDLAND RATE ALGORITHM		
TOI:	L04I Individual Life - Term	Sub-TOI:	L04I.103 Renewable - Single Life - Fixed/Indeterminate Premium
Product Name:	RALIC-Midland Rate Algorithm		
Project Name/Number:	RALIC-Midland Rate Algorithm/RALIC-Midland Rate Algorithm		

Supporting Document Schedules

		Item Status:	**Status Date:**
Bypassed - Item:	Flesch Certification		
Bypass Reason:	Please note this is not a rate for form filing. This is a request to stretch the previously approved rate increase over several years. Thank you		
Comments:			

		Item Status:	**Status Date:**
Bypassed - Item:	Application		
Bypass Reason:	Please note this is not a rate for form filing. This is a request to stretch the previously approved rate increase over several years. Thank you		
Comments:			

		Item Status:	**Status Date:**
Bypassed - Item:	Life & Annuity - Acturial Memo		
Bypass Reason:	Please note this is not a rate for form filing. This is a request to stretch the previously approved rate increase over several years. Thank you		
Comments:			

		Item Status:	**Status Date:**
Satisfied - Item:	Filing Authorization		
Comments:			
Attachment:			

CRS Filing Authorization Letter 07262011.pdf

Swiss Re

Mark Lemon
Compliance Officer
Vice President & Assistant Secretary

Reassure America Life Insurance Company
1670 Magnavox Way
Fort Wayne, IN 46804
USA
Direct line   260 435 8655
Toll Free No.   866 794 7739
Direct fax   260 435 8806
mark_lemon@swissre.com

J. David Simon, CLU
President
Compliance Research Services, LLC
10921 Reed-Hartman Highway, Suite 334
Cincinnati, OH 45242

State Insurance Department Filings   July 26, 2011

.

Dear Mr. Simon

Reassure America Life Insurance Company ("Reassure") authorizes Compliance Research Services, LLC ("CRS") to file on its behalf all policy forms, rates, administrative forms and reports necessary to administer its closed block of individual and group insurance policies.

This letter will serve as authorization from Reassure for employees of CRS to file policy forms, rates, administrative forms and reports. Additionally, CRS is authorized to respond to inquiries on our behalf with all state insurance departments and jurisdictions where Reassure is authorized to do business.

Sincerely

REASSURE AMERICA LIFE INSURANCE COMPANY

By_____
                    Vice President & Assistant Secretary